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PATENT

Matter No.: 310048-628199

Applicant: Wynn Bailey et al.

Title: SYSTEM AND METHOD FOR GENERATING CUSTOMIZED AND/OR PERSONALIZED DOCUMENTS

Serial No.: 09/912,188

Filed: July 24, 2001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents  
Washington, D.C. 20231

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POWER OF ATTORNEY

Sir:

Avery Dennison Corporation, having become the owner of all rights to this application by virtue of an Assignment executed by the inventor concurrently with the execution of the application, the Assignment being submitted with this power of attorney for recording, appoints:

Berman, C., Reg. 29249  
Bobys, M.P., Reg. 45,267  
Bosworth, M.K., Reg. 28,186  
Bovasso, L.J., Reg. 24,075  
Boyce, J., Reg. 40,920  
Brown, M.E., Reg. 28,590  
Burton, D.L., Reg. 45,323  
Canter, B., Reg. 34,792  
Chen, A., Reg. P48,508  
Chou, C., Reg. 41,672  
Coleman, B.R., Reg. 39,145  
Cullman, L.C., Reg. 39,645  
Darrow, C., Reg. 30,166  
Diepenbrock III, A.B., Reg. 39,960  
Edwards, W.G., Reg. 44,426  
Farber, M., Reg. 32,612

Guernsey, L.B., Reg. 40,008  
Guillot, R.O., Reg. 28,852  
Hamrick, C.A.S., Reg. 22,586  
Hansen, S.R., Reg. 38,486  
Harris, M.D., Reg. 26,690  
Hayden, R.D., Reg. 42,645  
Heyninck, M., Reg. 44,763  
Hickman, P.L., Reg. 28,516  
Howell, S.M., Reg. 45,929  
Hughes, M.J., Reg. 29,077  
Inskip, J.W., Reg. 33,910  
Jastram, H.D., Reg. 19,777  
Kelley, S.S., Reg. 43,449  
Kennedy, B., Reg. 33,407  
Khan, T., Reg. 46,273  
Kudla, J.P., Reg. P47,724

Larson, D.N., Reg. 29,401  
Lazaris, S.J., Reg. 45,981  
Lervick, C.J., Reg. 35,244  
Lieske, S.C. Reg. 47,749  
MacLean, K.A., Reg. 31,118  
McKinley, D., Reg. 42,867  
McRoss, L., Reg. 40,427  
Morton, C.A., Reg. 44,954  
Nader, R., Reg. P47,260  
Roberts, R.E., Reg. 38,597  
Rose, A. C., Reg. 17,047  
Rosenberg, C., Reg. 31,464  
Sherry, L., Reg. 43,918  
Smith, G.P., Reg. 20,142  
Swinton, B., Reg. P49,050  
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whose address is:

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their attorneys to prosecute this application and to transact in connection with the application all business in the Patent and Trademark Office and before competent International Authorities including the World Intellectual Property Organization.

To the best of my knowledge and belief, title is in the assignee identified above. I am empowered to act on behalf of the assignee.

I declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true. I make these statements with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements may jeopardize the validity of the application or any patent issuing from the application.

**Avery Dennison Corporation**

Date: 2/5/02

By   
Name: R. P. Randal

Title: Vice President, Associate General  
Counsel, and Assistant Secretary


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I certify that on March 5, 2002,  
when I have signed this  
certificate, this correspondence and  
all identified attachments are being  
deposited with the United States  
Postal Service as first class mail in an  
envelope addressed to: Commissioner  
for Patents, Washington, D.C. 20231.

  
Jessica S. Brown

**Applicant:** Wynn Bailey et al.

**Serial No.:** 09/912,188

**Filed :** July 24, 2001

**Title:** System and Method for  
Generating Customized and/or  
Personalized Documents

**Examiner:** Not known

**Group Art Unit:** 2171

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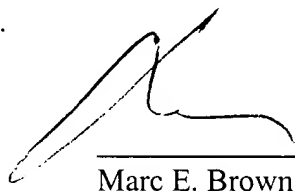
**TRANSMITTAL OF POWER OF ATTORNEY FOR PATENT APPLICATION**

Sir:

Enclosed please find the original Power of Attorney for the above-referenced patent application.

We authorize the Commissioner to charge Deposit Account No. 16-2230 for payment of any additional fees required by this response or to credit any overpayment to the account. We enclose a duplicate copy of this sheet.

March 5, 2002

  
\_\_\_\_\_  
Marc E. Brown, Reg. No. 28,590  
Attorney for Applicant

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